

# IBUS - INTERNATIONAL BUSINESS (IBUS)

## IBUS 285 Directed Studies

**Credits 1 to 3. 1 to 3 Other Hours.** Directed study of selected problems in international business not covered in other courses. May be taken two times for credit. **Prerequisites:** Freshman or sophomore classification in business.

## IBUS 289 Special Topics in...

**Credits 1 to 3. 1 to 3 Lecture Hours. 0 to 3 Lab Hours.** Selected topics in an identified area of international business. May be taken two times for credit. **Prerequisites:** Freshman or sophomore classification in business.

## IBUS 291 Research

**Credits 1 to 4. 1 to 4 Other Hours.** Research conducted under the direction of faculty members in international business. May be repeated one time for credit. **Prerequisites:** Business majors; freshman or sophomore classification; approval of instructor.

## IBUS 301 Business Study Abroad

**Credits 1 to 18. 1 to 18 Lecture Hours.** For students in approved programs abroad. May be repeated for credit. **Prerequisites:** Admission to upper division in Mays Business School and selected for program; approval of study abroad coordinator and academic dean.

## IBUS 310 Global Context of Business

**Credits 3. 3 Lecture Hours.** Examination of how culture, government, history, politics, economy, and current events of one or more countries affect business; development of understanding of the foreign country or countries; real world comprehension on how to successfully engage in business due to understanding the economic, cultural, and political issues facing the country; global field-study based course with a duration of 1-2 weeks abroad. **Prerequisite:** Admitted to Mays Business School and approval of instructor.

## IBUS 320 Global Sustainable Business

**Credits 3. 3 Lecture Hours.** Examination of sustainable business development, financial literacy, and small business consulting; real world comprehension on how to successfully engage in sustainable business development in context of host community and country's economic, cultural, and political issues; global field-study based course with hands on experience engaging indigenous, rural community for 1-2 weeks abroad. May be repeated two times for credit. **Prerequisite:** Admitted to Mays Business School and approval of instructor.

## IBUS 401/MKTG 401 Global Marketing

**Credits 3. 3 Lecture Hours.** Survey of the aspects involved in marketing goods and services in a global marketplace; social, political, legal and economic issues associated with conducting business globally. **Prerequisite:** MKTG 321. **Cross Listing:** MKTG 401/IBUS 401.

## IBUS 402/MKTG 402 International Marketing: Study Abroad

**Credits 3. 3 Lecture Hours.** Introduction to the facets of doing business in an international setting; provides exposure to a variety of foreign cultures; facilitates understanding of the international marketplace in which these students will function. **Prerequisites:** MKTG 321 or MKTG 409; junior classification; 2.5 GPR overall. **Cross Listing:** MKTG 402/IBUS 402.

## IBUS 403/MKTG 403 International Market Entry Strategies

**Credits 3. 3 Lecture Hours.** A research-based course in which students prepare an analysis of a country, or region outside the U.S., and use it in the preparation of a marketing plan for a good or service to be introduced and marketed in that country. **Prerequisites:** MKTG 321 or MKTG 409; concurrent registration in IBUS 402/MKTG 402 or MKTG 402/IBUS 402; junior or senior classification. **Cross Listing:** MKTG 403/IBUS 403.

## IBUS 430/ACCT 430 Global Immersion in Accounting

**Credits 3. 3 Lecture Hours.** Combination of classroom work in the spring and a field trip to the selected country in summer; introduction to international opportunities within the public accounting firms; meet with former students to gain a local and corporate view of business in the selected country. **Prerequisites:** ACCT 327 and approval of instructor. **Cross Listing:** ACCT 430/IBUS 430.

## IBUS 440/ISTM 440 International Technology Management

**Credits 3. 3 Lecture Hours.** Examines global information and communications technology (ICT) business environment; challenges and opportunities for technology companies in the region; history, culture, politics, economic issues, and infrastructure influencing ICT support and innovation in the region; combination of classroom work in the spring and a field trip to the selected country in the summer; repeatable for credit if taken in a different country. **Prerequisites:** Junior or senior classification; approval of instructor. **Cross Listing:** ISTM 440/IBUS 440.

## IBUS 445/ACCT 445 International Accounting

**Credits 3. 3 Lecture Hours.** Introduction and examination of accounting issues unique to multinational enterprises and international business activity; only ACCT 445/IBUS 445 sections count for the accounting coursework requirements for the CPA exam. **Prerequisites:** ACCT 315 or ACCT 327; FINC 341. **Cross Listing:** ACCT 445/IBUS 445.

## IBUS 446/FINC 445 International Finance

**Credits 3. 3 Lecture Hours.** International business transactions, balance of payments and exchange rate systems, exchange rate risk and hedging techniques, sources of funding, relation to international financial institutions and capital instruments; foreign direct investment; international asset and liability management. **Prerequisites:** FINC 351 and FINC 361; ACCT 328 or concurrent enrollment. **Cross Listing:** FINC 445/IBUS 446.

## IBUS 450/MGMT 450 International Environment of Business

**Credits 3. 3 Lecture Hours.** Broad survey of international business issues; analyzes the environment in which international businesses operate; examines international economic issues including trade theory, investment theory, foreign exchange and capital markets, and balance of payments; introduces multinational enterprises, global competition, international organizations, treaties and international law, national trade policies and the determinants of competitiveness of firms in international markets. **Prerequisites:** Admission to upper division in Mays Business School. **Cross Listing:** MGMT 450/IBUS 450.

## IBUS 452/MGMT 452 International Management

**Credits 3. 3 Lecture Hours.** An overview of international management to include international dimensions of organizational behavior, theory, strategy and human resource management; application of theoretical ideas to real-world situations through case analyses, presentations, projects and interactive class discussion. **Prerequisite:** MGMT 450/IBUS 450 or IBUS 450/MGMT 450, or concurrent enrollment. **Cross Listing:** MGMT 452/IBUS 452.

## IBUS 455 Asian Business Environment

**Credits 3. 3 Lecture Hours.** The scope of business environments of Asia; geographical, demographic and cultural makeup; economic integration; human and cultural elements; financial and communication infrastructures; risk and market analysis; trade and investment patterns; Asian MNC's. May be repeated for credit if taken in a different country. **Prerequisite:** Admission to upper division in Mays Business School.

## IBUS 456 European Integration and Business

**Credits 3. 3 Lecture Hours.** History and institutional structure of the European Union; its regional cultures, values, economies and rifts; challenges faced by corporations and people in the region, including issues involving doing business with the European Union. May be repeated one time for credit. **Prerequisite:** Admission to upper division in Mays Business School.

## IBUS 457/MGMT 457 Global Entrepreneurship

**Credits 3. 3 Lecture Hours.** Practical issues associated with taking small- and medium-size business global; includes importing and exporting, developing global strategies, evaluating market opportunities, regional impact on economies and people. **Prerequisite:** Admission to upper division in Mays Business School. **Cross Listing:** MGMT 457/IBUS 457.

## IBUS 459 Latin American Markets

**Credits 3. 3 Lecture Hours.** Comparing and contrasting the Latin American, Canadian and U.S. markets across different variables, including culture, economics, social and legal aspects. May be repeated for credit if taken in a different country.

## IBUS 460 Academy for Future International Leaders

**Credits 3. 3 Lecture Hours.** A practical orientation to international business and cultural issues to prepare selected Texas A&M students for the international marketplace; joint effort among all colleges at Texas A&M; designed to complement any academic major by helping students gain a global perspective of their chosen field of study. **Prerequisites:** Junior or senior classification and selection for the Academy for Future International Leaders.

## IBUS 484 International Business Internship

**Credits 1 to 4. 1 to 4 Other Hours.** International business internship with practicing professionals under the direction of a faculty member. **Prerequisites:** Admission to upper division in Mays Business School; approval of department head.

## IBUS 485 Directed Studies

**Credits 1 to 6. 1 to 6 Other Hours.** Directed study on selected problems in the area of international business. **Prerequisites:** Admission to upper division in Mays Business School and approval of instructor.

## IBUS 489 Special Topics in...

**Credits 0 to 4. 0 to 4 Other Hours.** Selected topics in an identified area of international business. May be repeated for credit. **Prerequisites:** Admission to upper division in Mays Business School and approval of instructor.

## IBUS 491 Research

**Credits 1 to 4. 1 to 4 Other Hours.** Research conducted under the direction of faculty members in international business. May be repeated one time for credit. **Prerequisites:** Business majors; junior or senior classification; approval of instructor.